

The District of Columbia  
Office of Planning  
Pennsylvania Avenue East  
Small Area Plan



## **Pennsylvania Avenue East Small Area Plan Community Townhall 2**

**The Second Community Meeting will begin at 6:30pm**

Please drop your questions in the comment box

The District of Columbia  
Office of Planning  
Pennsylvania Avenue East  
Small Area Plan



## Pennsylvania Avenue East Small Area Plan Community Townhall 2

Faith Broderick  
Community Planner, Neighborhood Planning

# About the Meeting



## Meeting Agenda:

6:30pm – Plan updates

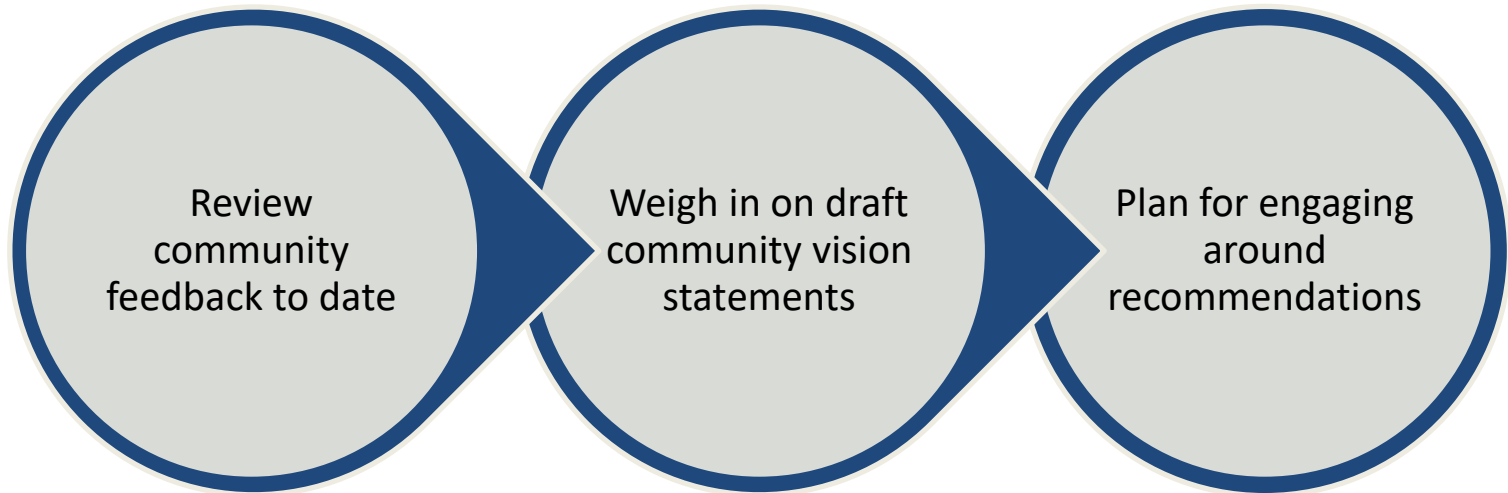
6:45pm – Community Feedback

- Review feedback and draft vision statements
- Community discussion

7:30pm – Next Steps and Q&A



# Meeting Objectives





# How to Participate

1. Provide feedback via survey questions online

**[Publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)** 'Events' tab

2. Provide feedback and ask questions in the comment box

3. Call-in to provide feedback and ask questions

Participate by phone: **855-925-2801, Pin: 9252**

Press \*, then 3 to join the caller queue

# Plan Updates

- About the Pennsylvania Avenue East SAP
- Project Timeline
- Community Engagement



Provide feedback online **[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)** and leave feedback in the **comment box**  
Call-in @ **855-925-2801, Pin: 9252**, Press \*, then 3 to join the caller queue



# About Small Area Plans

## Small Area Plans

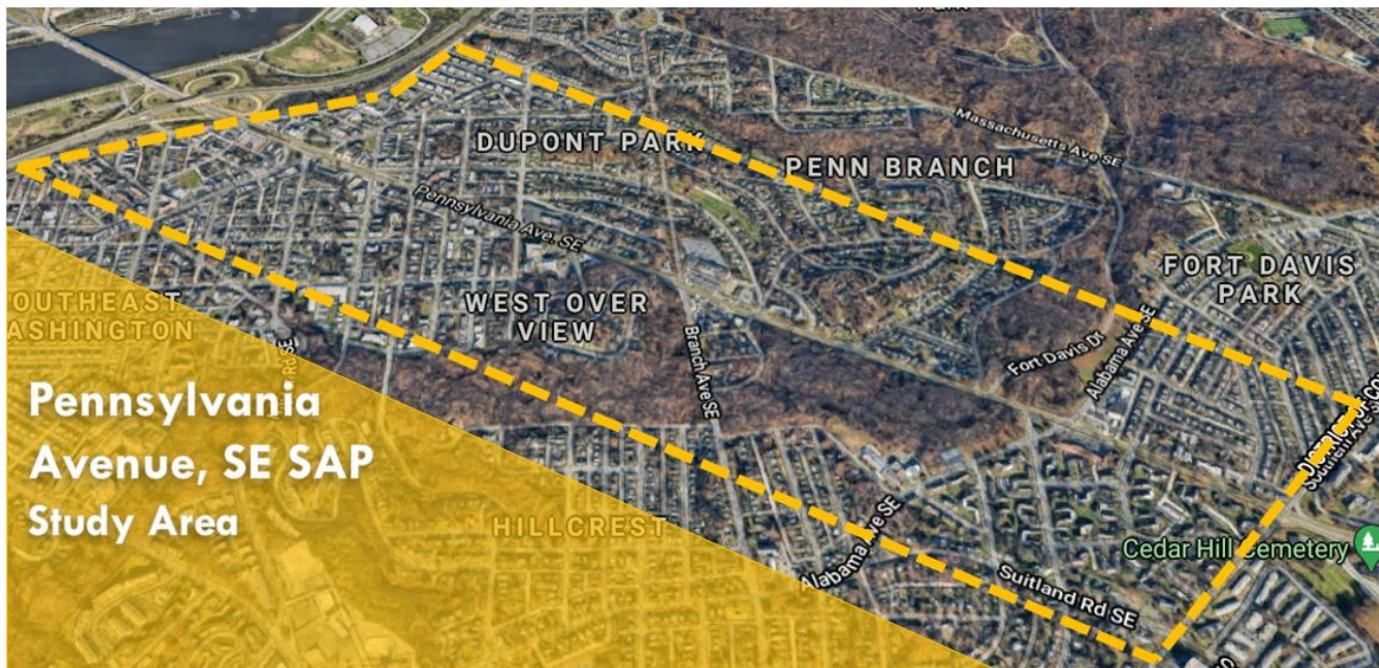
**Small Area Plans supplement the Comp Plan** by focusing on the neighborhood and block level. Small Area Plans **establish a vision for the neighborhood** and build on the guidance established in the Comp Plan.

- Identify strategic priorities, gaps, and opportunities
- Provide neighborhood specific recommendations
- Guide future development and investment
- Are approved by Council as legislation

# About the Pennsylvania Avenue East Small Area Plan



With community support and involvement, OP will develop an updated vision and implementation plan for the Pennsylvania Avenue East corridor.



# Project Timeline



We are here!

Dec 2020- March 2021

## Project Roll-Out

- Existing conditions and market research
- Convene Interagency Advisory Committee
- Convene Community Advisory Committee

April – October 2021

## Plan Development

- Community learning
- **Community visioning**
- **Recommendation development**

Winter 2021/22

## Legislative Process

- Public Comment Period
- Mayoral Hearing
- Council Review
- Council Approval

Spring 2022 on

## Implementation

- Implementation and neighborhood technical support
- Plan recommendation implementation

# Pennsylvania Avenue East Small Area Plan Goals



The SAP will establish a framework that will guide development and reinvestment in the neighborhood to meet the following goals:



Encourage economic development and retail opportunities



Enhance a safe, accessible, and vibrant public realm



Improve transportation access and connectivity



Explore housing opportunities and social and economic resiliency strategies

The planning goals were developed with reflection from the Community Advisory Committee and Interagency Working Group

# Community Engagement to Date

## Online

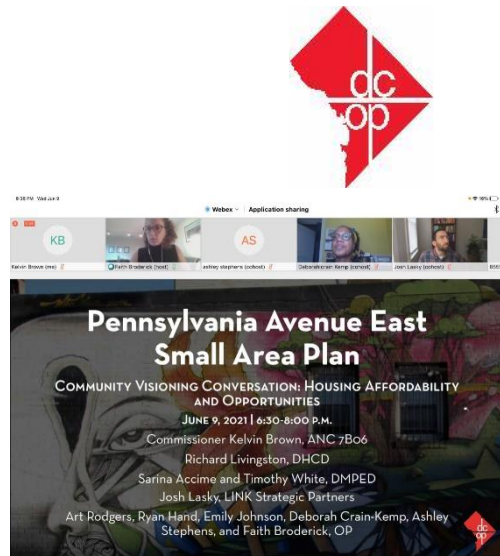
- 570+ participants
- 3,600+ responses

## In-Person

- Community Canvassing: 50+ conversations
- Juneteenth Event: 500+ attendees
- Community Advisory led bike ride
- Community Clean-up
- American University Humanities Truck

## Visioning Conversations

- Four community conversations
- Average attendance: 25 community members
- Community Advisory Committee Facilitation Leads: Latisha Atkins, Commissioner K. Brown, Commissioner Nash, Travis Swanson



# Community Feedback

- What we heard
- Draft Vision Statements
- Community Discussion



Provide feedback online **[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)** and leave feedback in the **comment box**  
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# Vibrant Public Realm



“A vibrant retail and walkable space where residents of all ages can enjoy our resources.”

I don't want to have to keep going across the bridge to eat, grab coffee with friends, have an active lifestyle, and spend money.

## Current Conditions

- Rich history
- Underutilized green space
- Underappreciated views/community assets
- Not enough places to gather

## Concerns

- Entry point onto the corridor is unsafe and unappealing
- Lacking the same curb appeal as other gateway corridors
- Parks are inaccessible, lacking programming, and do not encourage active uses

## Desired Outcomes

- Improve opportunities to safely and comfortably move along the corridor
- Opportunities to build community and activate/program parks and public spaces
- Beautify the corridor and in particular the gateway
- Encourage more inviting retail storefronts and public spaces

# Transportation Access and Connectivity



“ A safe corridor for pedestrians and cyclists with better transit and bus lanes. A place where I can age in place and access services (grocery store, pharmacy) safely. ”

## Current Conditions

- Community drives to most destinations
- Bus stops are lacking shelters, difficult to access, and uncomfortable
- Corridor experiences dangerous driving behavior and heavy use

## Concerns

- Dangerous intersections, off-ramps, and ped/bike crossings
- Uncomfortable ped/bike conditions crossing Sousa Bridge
- Signalized intersections do not prioritize pedestrians

## Desired Outcomes

- Safe and comfortable ped/bike conditions
- Improve bus conditions (speed and shelters)
- Prioritizing pedestrian movement and crossings along the corridor (including automated ped calls)
- Improve access to parks, retail, and employment centers

# Economic Development and Retail Opportunities



“ To become a robust commercial corridor that contributes to the economic vitality of the Ward 7 community by offering an array of goods and services for neighbors, commuters, and visitors. ”

## Current Conditions

- Local businesses have good product availability and customer service
- Shopping along the corridor is done for convenience
- Community travels to other neighborhoods to shop due to variety and improved shopping and neighborhood experience

## Concerns

- Corridor is missing retail options (home goods, bookstore, Target, etc.)
- Lacking dining, takeaway healthy food options, and a grocery store
- Business storefronts need repair and there is a lack of understanding about available retail options
- Businesses are difficult to access due to transportation options and parking is a challenge
- Residents have to leave community to meet all shopping needs

## Desired Outcomes

- Improved walkability
- More welcoming retail environment
- Community branding
- More locally owned businesses
- More dining and healthy food options (including outdoor seating and cafes)
- Ability to get all goods in one trip (including access to retailers like Target)

# Housing Opportunities and Affordability



“ One challenge for our population is being able to age in place. Many of our senior residents will not be able to afford to maintain their homes on a fixed income and may have to transition to other housing types out of the neighborhood. ”

## Current Conditions

- Community appreciates the architecture, density, and characteristics along the corridor
- Diversity of housing options

## Concerns

- Lack of affordable home ownership options
- Inability to generate wealth and/or live on a fixed income
- Concern that current residents will be displaced due to rising housing costs
- Reoccurring issues with substandard and unsafe living conditions

## Desired Outcomes

- More opportunities for homeownership across the affordability spectrum
- More affordable options for families, young adults, older adults, residents on fixed incomes, and DC residents

# Discussion



What community feedback, concerns, or desires are missing?

Provide feedback online **[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)** and leave feedback in the **comment box**

Call-in @ **855-925-2801**, Pin: **9252**, Press **\***, then **3** to join the caller queue

# Draft Vision Statements



As we go through each draft vision statement, please keep the following question in mind:

**Do the draft vision statements fit your vision for the future of the corridor?**

We will have time to review and provide feedback on each vision statement following the initial overview.

Provide feedback online [Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan) and leave feedback in the **comment box**

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*You can find dedicated survey questions directly below the broadcast*

# Vibrant Public Realm: Draft Vision Statement



Envision a **delightful, inviting destination** by highlighting the corridor's important role as a **major gateway**, celebrating the community's many **assets and rich history** through **art and public space activations**, and encouraging well **programmed and maintained parks and recreational spaces**, all while establishing the corridor as a destination



# Transportation Access and Connectivity: Draft Vision Statement



Create a **multimodal corridor** that highlights Pennsylvania Avenue as both a Great Street and Main Street while **providing safe, comfortable, and accessible** pedestrian and bicycle options; **providing connections** to employment centers, community-serving retail, parks and open spaces, and community-adjacent services; and encouraging and enhancing the use of public transit



# Draft Vision Statements



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# Economic Development and Retail Opportunities: Draft Vision Statement



Encourage a **vibrant and diverse retail destination** by making retail options **easily accessible**, meeting the shopping needs of residents, **revitalizing** existing businesses, **attracting and retaining** new businesses, **promoting community assets**, and creating **opportunities for local businesses and entrepreneurs** to invest in and support the local economy and help deliver a healthy and wealthy community



# Housing Opportunities and Affordability: Draft Vision Statement



Strive towards a **highly accessible community** that provides **increased homeownership and rental opportunities** for first time homebuyers, families, young adults, and households on fixed incomes to allow for **generational wealth building and retaining long-time District residents**, all while maintaining the community's architectural history and neighborhood characteristics



# Discussion



**Do the draft vision statements fit your vision for the future of the corridor?**

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Add feedback directly online at [Publicinput.com/PennAveRecommendations](https://Publicinput.com/PennAveRecommendations)

# Next Steps

- Recommendation Development
- Staying involved
- Q&A



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# Building Toward Recommendation Development



Based on community visioning conversations – community will help shape recommendations

## **Step 1: Provide feedback on vision statements**

- Add comments online at: [publicinput.com/PennAveRecommendations](https://publicinput.com/PennAveRecommendations)

## **Step 2: Join a recommendation development workshop (September)**

- Sign-up online: [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)

## **Step 3: Participate in a Recommendation Development Townhall (late fall)**

- Townhall will recap recommendation development workshops

# How to stay involved



This is just the one of many opportunities to stay involved!

- ✓ Register for the Plan
- ✓ Weigh in on draft vision statements: [publicinput.com/PennAveRecommendations](https://publicinput.com/PennAveRecommendations)
- ✓ Provide feedback online at: [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)



Project Website: [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)



Project Phone: 855-925-2801 (pin: 9252)



Project Email: [PennAveSEPlan@dc.gov](mailto:PennAveSEPlan@dc.gov)



Project Manager: [Faith.Broderick@dc.gov](mailto:Faith.Broderick@dc.gov)





## Thank You

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